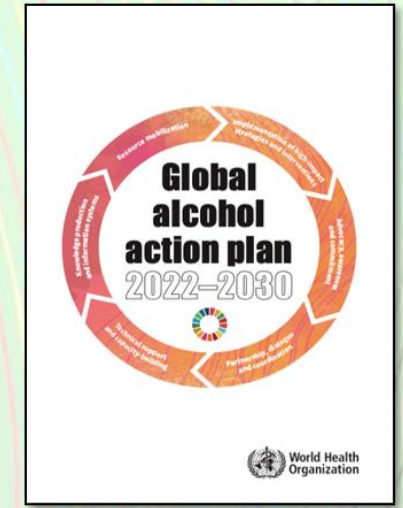
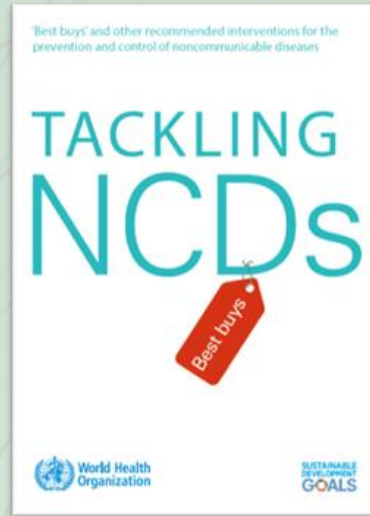
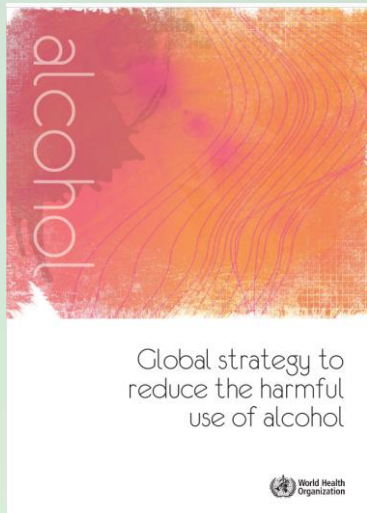
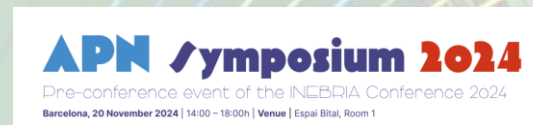


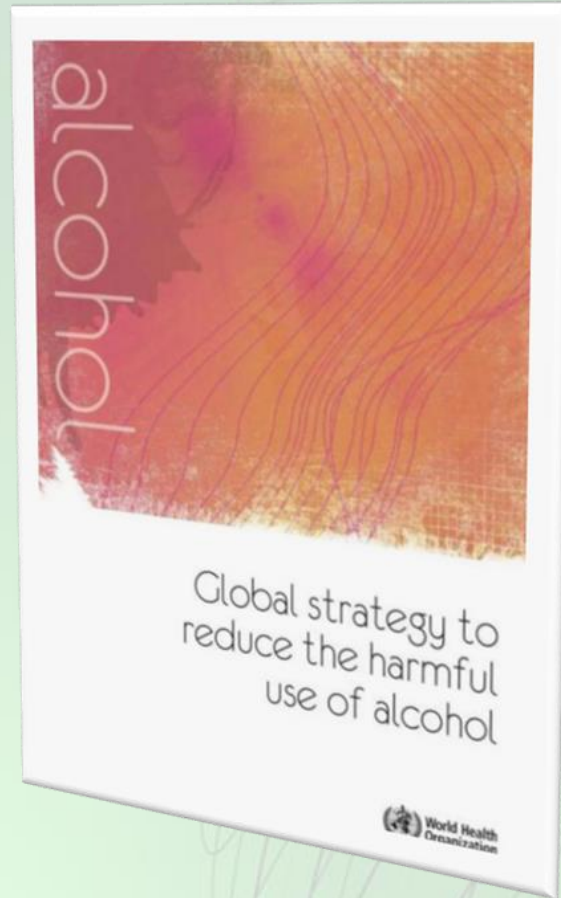


Implementation of the Global Action Plan with specific focus on industry interference.
Examples from **SAFER**  *Uganda* and **SAFER**  *Nepal* ,



Dag Rekve, WHO-HQ. Kenneth Kalani, MoH Uganda & David Kalema, SAFER Uganda Kedar Maratta, WHO country office - Nepal

2010 WHO Global strategy to reduce the harmful use of alcohol



What actions are needed to reduce alcohol related harms?

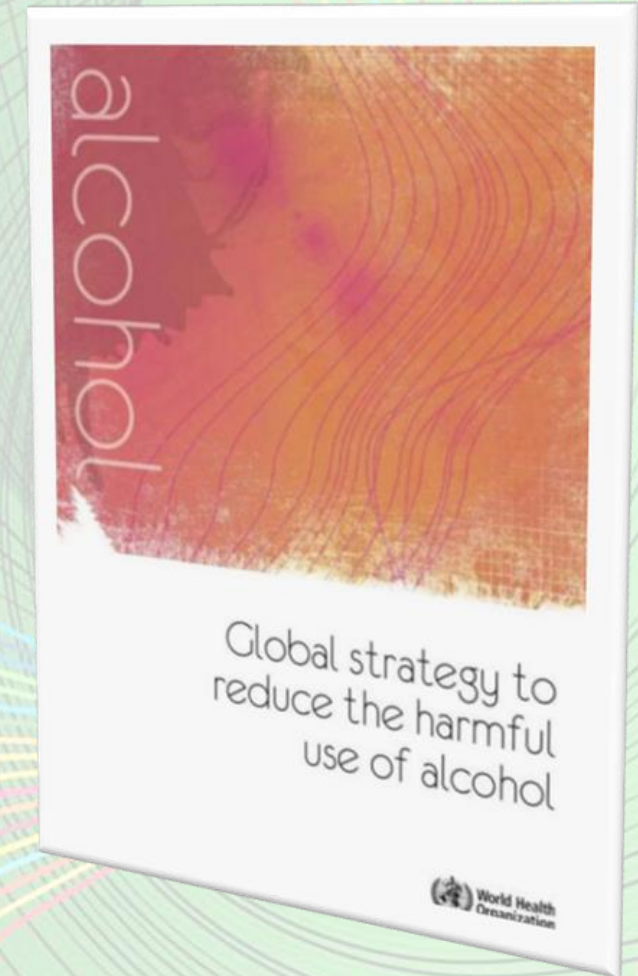
Global, regional and national actions on:

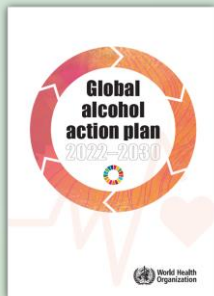
- levels of alcohol consumption;
- patterns of alcohol consumption;
- contexts of alcohol consumption;
- wider social determinants of health.

➤ Special attention needs to be given to reducing harm to people other than the drinker and to populations that are at particular risk from harmful use of alcohol.

10 target areas for national action

1. Strengthen leadership, awareness and commitment
2. Improve health services' response
3. Stimulate community action
4. Enforce drink-driving policies and countermeasures
5. Reduces availability of alcohol
6. Restrict marketing of alcoholic beverages
7. Optimize pricing policies
8. Reducing the negative consequences of drinking and alcohol intoxication
9. Reducing the public health impact of illicit alcohol and informally produced alcohol
10. Monitoring and surveillance





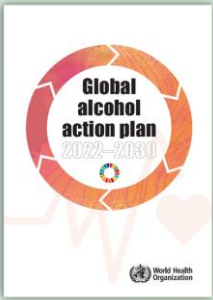
Key areas for global action

Action area:

1. **Implementation of high-impact strategies and interventions**
2. **Advocacy, awareness and commitment**
3. **Partnership, dialogue and coordination**
4. **Technical support and capacity building**
5. **Knowledge production and information systems**
6. **Resource mobilization**

Structure for each action area

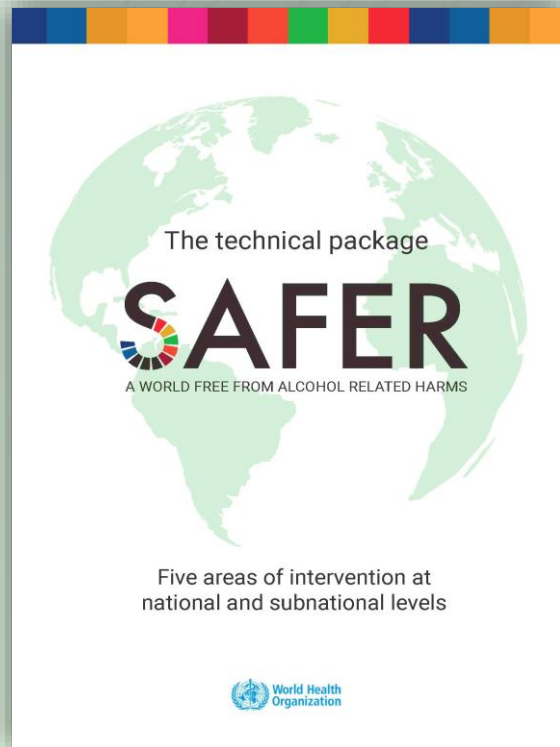
1. **Introduction**
2. **Global targets with indicators and milestones**
3. **Proposed actions for:**
 - Member States (45)
 - WHO Secretariat (49)
 - International partners, civil society organizations and academia (13)**Proposed measures for:**
 - Economic operators in alcohol production and trade (6)



Proposed Measures (inter alia) for Economic Operators in Alcohol Production and Trade in the WHO Global Alcohol Action Plan

- to **abstain from interfering** with alcohol policy development and refrain from activities that might prevent, delay or stop the development, enactment, implementation and enforcement of high-impact strategies and interventions to reduce the harmful use of alcohol;
- to take concrete steps towards **eliminating the marketing and advertising** of alcoholic products to minors;
- to refrain from promoting drinking and **eliminate and prevent any positive health claims** related to alcohol;
- contribute to the elimination of marketing and sales of alcoholic beverages to minors and to the **elimination of commercial activities targeted towards other high-risk groups**;
- to **refrain from engagement in capacity-building activities** outside their core roles that may undermine or compete with the activities of the public health community;
- to **refrain from funding public health and policy-related activities and research** to prevent any potential bias in agenda-setting emerging from the conflict of interest;
- to **cease the sponsorship of scientific research** on the public health dimensions of alcohol consumption and alcohol policies and its use for marketing or lobbying purposes.

High-impact interventions are SAFER



**Strengthen restrictions
on alcohol availability**



**Advance and enforce drink-
driving counter measures**



**Facilitate access to screening,
brief interventions and treatment**



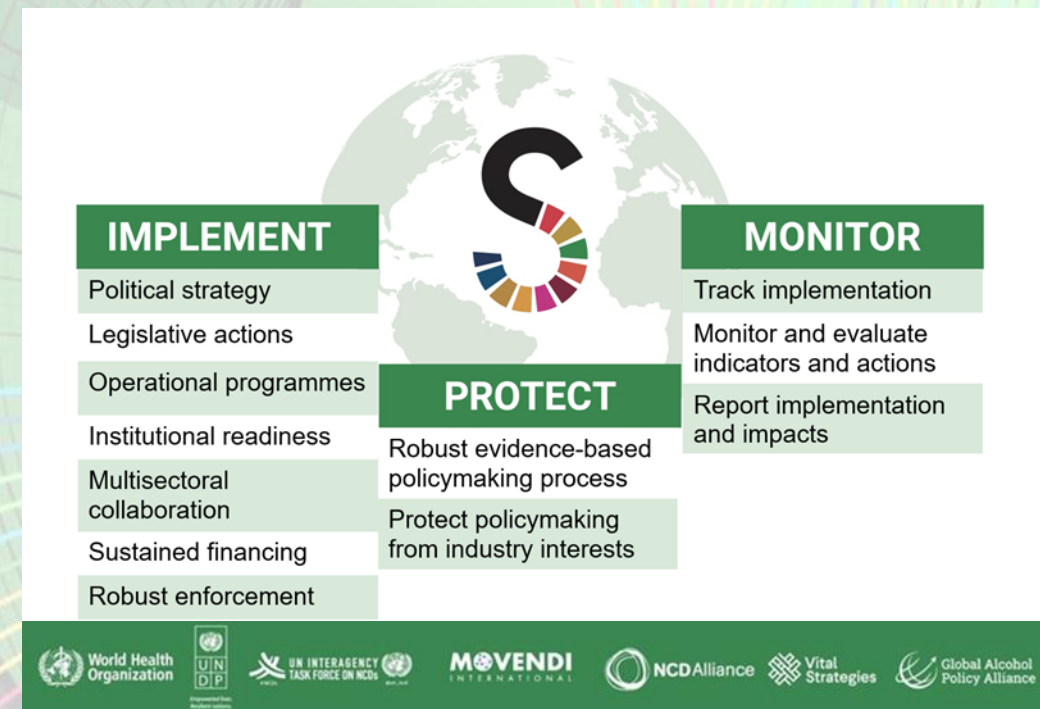
**Enforce bans or comprehensive restrictions
On advertising, sponsorship, and promotion**



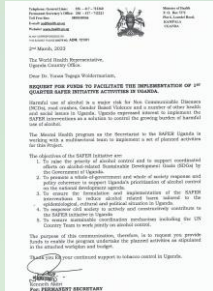
**Raise prices on alcohol through
excise taxes and pricing policies**



- **SAFER** is an acronym for the most cost effective interventions to reduce alcohol related harm.
- **SAFER technical packages and guidance** outlines ways in which countries can implement the 5 SAFER interventions.
- **Many different entities** can support implementation of SAFER and the SAFER technical packages at country level.
- **The global SAFER initiative** is a partnership between WHO, UNIATF, UNDP and civil society organizations to advocate for and facilitate implementation of the SAFER intervention at country level.
- Regional, national and local **SAFER partnerships** can also be established



SAFER country partnerships – fully fledge



Govt invites the SAFER partnership



Develop Landscape report



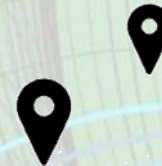
SAFER joint programming mission



Prioritization of SAFER interventions



Roadmap development



Roadmap implementation



Alcohol control investment case launch



SAFER monitoring system launch



Preparatory phase

Alignment phase

Implementation phase

Establish partnership



Establish implementation structure

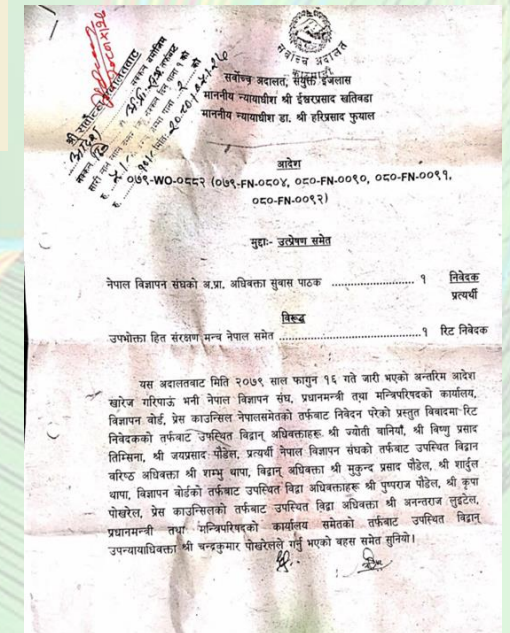


Expand partnership and intensify collaboration



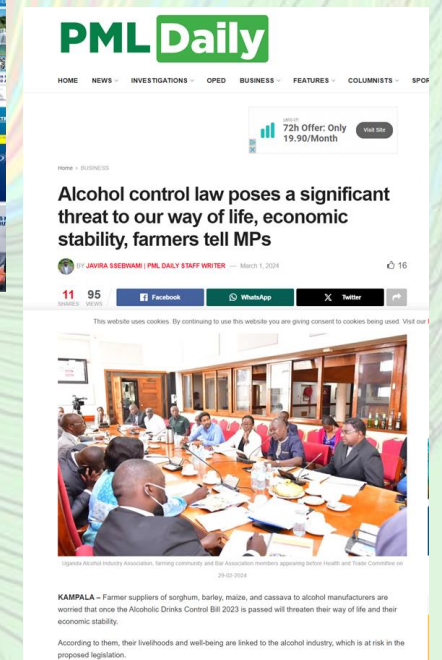
Detours on the roadmaps

- The implementation of the roadmap in both Uganda and Nepal had to adapt to emerging contextual challenges, while also contending with significant efforts by the alcohol industry in both countries to delay, derail, or obstruct alcohol policy initiatives.



Crop replacement?

- In 2002 Nile Breweries wanted to develop a competitively priced beer (Eagle) for the local market. using local grain rather than imported malted barley
- NBL developed a supply chain initiative through strategic partnerships with (SMEs) and local governments
- NBL got 20 percent excise tax on its beer, in comparison to the 60 percent on beer made from imported raw material
- 30 farmer associations are now selling to NBL production with raw material from more than 30 000 farmers
- The Eagle-branded beer is now the market leader in Uganda with 30% market share
- NBL has become the second largest taxpayer to Uganda
- This case is seen as a model policy by development agencies and replicated in other countries in Africa
- Farmers associations are now lobbying on behalf of the alcohol industry





०८०-FN-००९२)

मुद्दा:- उत्प्रेषण समेत

नेपाल विज्ञापन संघको अ.प्रा. अधिवक्ता सुवास पाठक १ निवेदक
प्रत्यर्पी

विरुद्ध

उपभोक्ता हित संरक्षण मन्त्र नेपाल समेत १ रिट निवेदक

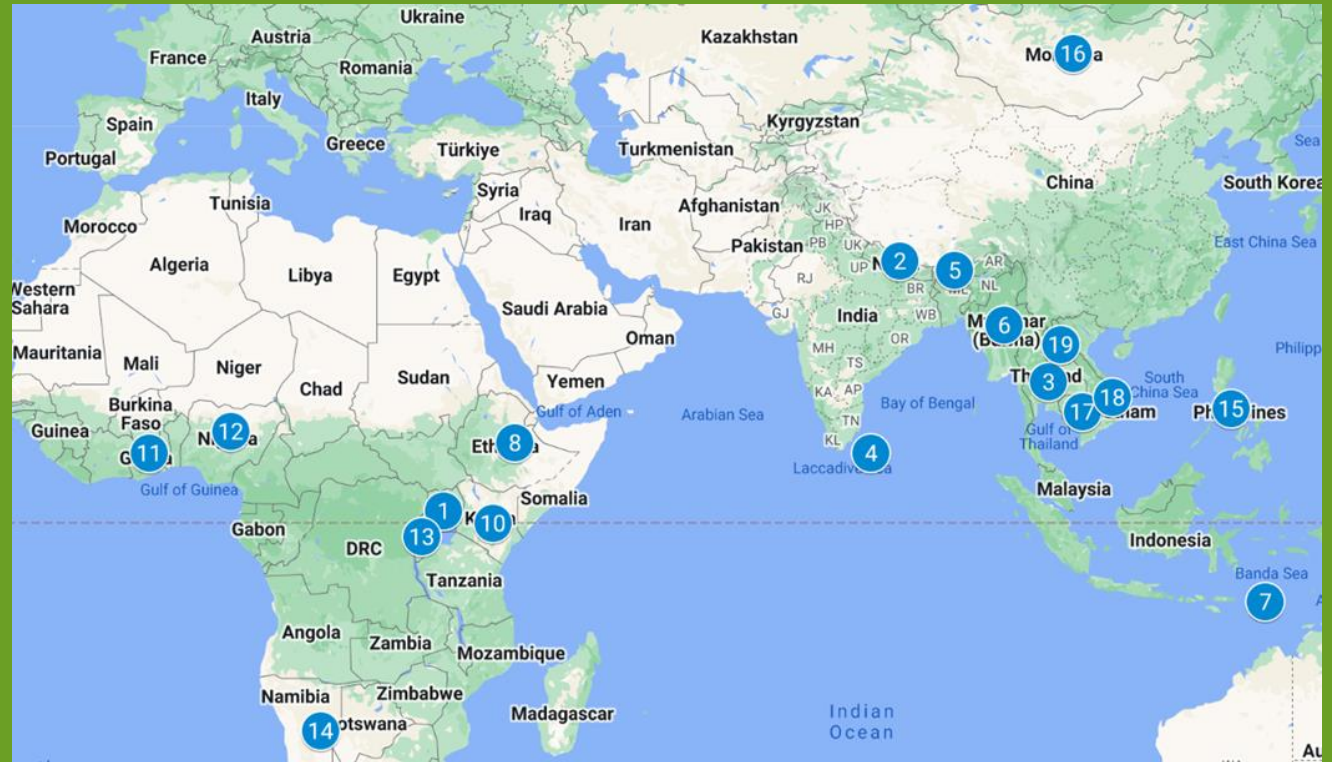
यस अदालतबाट मिति २०७९ साल फागुन १६ गते जारी भएको अन्तरिम आदेश खारेज गरिपाऊं भनी नेपाल विज्ञापन संघ, प्रधानमन्त्री तथा मन्त्रिपरिषदको कार्यालय, विज्ञापन बोर्ड, प्रेस काउन्सिल नेपालसमेतको तर्फबाट निवेदन परेको प्रस्तुत विवादमा रिट निवेदको कार्यवाही गर्न उचित विधान अधिवक्ताहरु श्री ज्योती यानिगी, श्री विष्णु प्रसाद



Supreme Court Interim Order

SAFER *in action*

Inter-country learning



Ways forward

➤ **Local Level:** Engage communities and adapt interventions to local contexts.

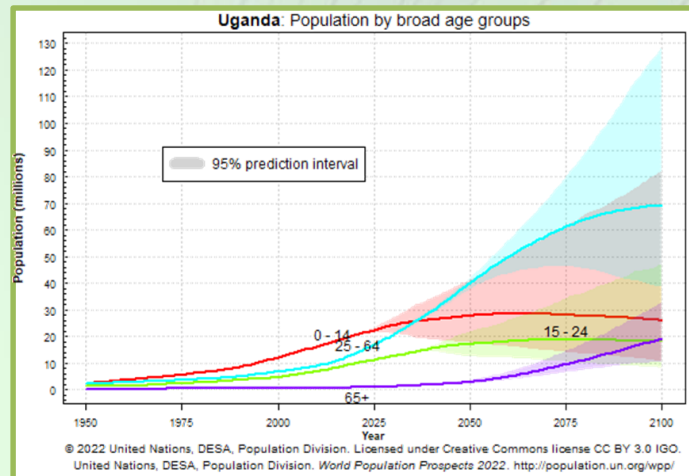
National Level: Develop and implement comprehensive alcohol policies, allocate resources, and support public health initiatives.

Regional Level: Facilitate policy coordination and harmonization among countries, as well as transnational learning and networking.

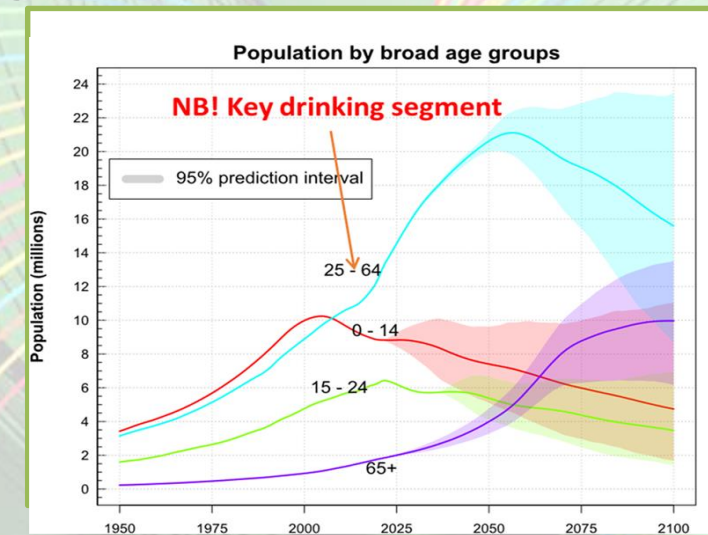
Global Level: Strengthen the evidence base, provide normative guidance, advocate for strong policies, and support international cooperation.

Resource mobilization and COI protection at all levels!

- Ranks 5th in global APC
- Population size 2022: 47,2 million of which 45% under 15 years
- Last 12 months abstainers: 64 percent
- 52 percent of alcohol consumed is unrecorded
- Two main alcohol producers are both owned by multinational alcohol companies.



- Ranks 150th in global APC
- Population size 2022: 29.2 million of which 30% under 15 years
- Last 12 months abstainers: 67 percent
- 63 percent of alcohol consumed is unrecorded
- Only local ownership of alcohol industry, but strategic alliances are growing





Thank you for your attention

More information at:

<https://www.who.int/health-topics/alcohol>